

***IN THE UNITED STATES PATENT AND TRADEMARK OFFICE***

Applicant: DAVIS, et al.  
Title: DIGITALLY MARKED OBJECTS AND PROMOTIONAL  
METHODS  
Appl. No.: 09/697,009  
Filing Date: 10/25/2000  
Examiner: Raquel Alvarez  
Art Unit: 3682  
Confirmation Number: 4530

**AMENDMENT AND REPLY ACCOMPANYING REQUEST FOR CONTINUED  
EXAMINATION UNDER 37 C.F.R. § 1.114**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This Amendment and Reply is accompanied by a request for continued examination (RCE) and the appropriate fee for an RCE set forth in 37 C.F.R. § 1.17(e). This communication is responsive to the Notice of Allowance mailed May 25, 2011, concerning the above-referenced patent application. August 25, 2011 is three months from the mailing date of the Notice of Allowance. Accordingly, this response is timely filed.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this document.

**Remarks/Arguments** begin on page 5 of this document.

Please amend the application as follows: